

ORDER



Orders	Order / Rev:	103698	
	Alt Order #:	06830029	
	Product Desc:	BERKLEY FOR SENATE	
	Estimate:	30S	
	Flight Dates:	10/02/12 - 10/20/12	Primary AE:
	Original Date / Rev:	06/28/12 / 10/10/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
Agency	Name:	Shorr Johnson Magnus	
	Buying Contact:		
	Billing Contact:		
	1831 Chestnut St.	Billing Type:	
	Philadelphia, PA 19103	Cash	
		Billing Calendar:	
		Broadcast	
		Billing Cycle:	
		EOM/EOC	
		Agency Commission:	
		15%	
Advertiser	Name:	Berkley, Shelley for Senate - Revised	
	Demographic:	A35+	
	Product Codes:	PLC01	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/20/12	111	\$46,820.00	111	\$39,797.00	0.00	
			Totals	111	\$46,820.00	\$39,797.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	20%	\$46,820.00
Market	100%	\$234,100.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$74,912.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$49,161.00
KTUD	0%	\$0.00
KVVU	25%	\$58,525.00
KWVB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,682.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagner	430a-5a		-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating						
		Week: 10/01/12	10/07/12	-TWT---		4	\$50.00		0.00						

Order / Rev: 103698 Advertiser: Berkley, Shelley for Senate
 Alt Order #: 06830029 Product Desc: BERKLEY FOR SENATE KSNV
 Flight Dates: 10/02/12 - 10/20/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagner M		430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00	
NEWS																
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week: 10/01/12 10/07/12 -TWT--- 4 \$50.00 0.00																
E 2	KSNV	10/08/12	10/08/12	Wake Up Early w/ Wagner M		430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00	
NEWS																
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week: 10/08/12 10/14/12 M----- 1 \$50.00 0.00																
E 3	KSNV	10/08/12	10/08/12	M-F 5-6a WakeUp w/Wagner M		5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS																
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week: 10/08/12 10/14/12 M----- 1 \$200.00 0.00																
E 4	KSNV	10/02/12	10/05/12	M-F 5-6a WakeUp w/Wagner M		5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00	
NEWS																
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week: 10/01/12 10/07/12 -TWTF-- 4 \$200.00 0.00																
E 5	KSNV	10/02/12	10/05/12	M-F 6-7a WakeUp w/Wagner M		6-7a	-TWTF--	:30	8	\$300.00	3	0.00	NM	8	\$2,400.00	
NEWS																
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week: 10/01/12 10/07/12 -TWTF-- 8 \$300.00 0.00																
E 6	KSNV	10/08/12	10/08/12	M-F 6-7a WakeUp w/Wagner M		6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00	
NEWS																
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week: 10/08/12 10/14/12 M----- 2 \$300.00 0.00																
E 7	KSNV	10/08/12	10/08/12	Today Show		CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
TODAY																
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week: 10/08/12 10/14/12 M----- 3 \$400.00 0.00																
E 8	KSNV	10/02/12	10/05/12	Today Show		CM	658a-9am	-TWTF--	:30	8	\$400.00	3	0.00	NM	5	\$2,000.00
TODAY																
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week: 10/01/12 10/07/12 -TWTF-- 8 \$400.00 0.00																
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type																
1	KSNV	10/01/12-10/07/12	Today Show			658a-9am										
Credited [credit-mg on different line with rate change]																
3	KSNV	10/01/12-10/07/12	Today Show			658a-9am										
Credited [credit-mg on different line with rate change]																
4	KSNV	10/01/12-10/07/12	Today Show			658a-9am										
Credited [credit-mg on different line with rate change]																
E 9	KSNV	10/02/12	10/05/12	Noon News		CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
NEWS																
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week: 10/01/12 10/07/12 -TWTF-- 4 \$175.00 0.00																
E 10	KSNV	10/08/12	10/08/12	Noon News		CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS																
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week: 10/08/12 10/14/12 M----- 1 \$175.00 0.00																
E 11	KSNV	10/08/12	10/08/12			CM	9-10a	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	KSNV	10/02/12	10/05/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-T-TF--	:30	8	\$1,300.001	0.00	NM		8	\$10,400.00
JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	-T-TF--		8	\$1,300.00	0.00							
Spot	Ch	Date Range		Description		Start/End Time			Weekdays	Length	Rate	Rtg	Type		
1	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	(\$1,300.00)	0.00	NM		
				See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
2	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	(\$1,300.00)	0.00	NM		
				See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
3	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	(\$1,300.00)	0.00	NM		
				See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
4	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	(\$1,300.00)	0.00	NM		
				See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
5	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	(\$1,300.00)	0.00	NM		
				See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
6	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	(\$1,300.00)	0.00	NM		
				See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
7	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	(\$1,300.00)	0.00	NM		
				See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
8	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	(\$1,300.00)	0.00	NM		
				See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
9	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	\$1,300.00	0.00	NM		
(1)				MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5											
				[revised rate to reinstate]											
10	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	\$1,300.00	0.00	NM		
(1)				MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5											
				[revised rate to reinstate]											
11	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	\$1,300.00	0.00	NM		
(1)				MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5											
				[revised rate to reinstate]											
12	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	\$1,300.00	0.00	NM		
(1)				MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5											
				[revised rate to reinstate]											
13	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	\$1,300.00	0.00	NM		
(1)				MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5											
				[revised rate to reinstate]											
14	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	\$1,300.00	0.00	NM		
(1)				MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5											
				[revised rate to reinstate]											
15	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	\$1,300.00	0.00	NM		
(1)				MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5											
				[revised rate to reinstate]											
16	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel			630-730pm			-T-ThF----	:30	\$1,300.00	0.00	NM		
(1)				MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5											
				[revised rate to reinstate]											
E 25	KSNV	10/08/12	10/08/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M-----	:30	2	\$400.003	0.00	NM		2	\$800.00
JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	M-----		2	\$400.00	0.00							
E 26	KSNV	10/06/12	10/06/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (9:00 PM-10:00 PM)	-----S-	:30	2	\$250.003	0.00	NM		2	\$500.00

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